16th YEAR · A WEEKLY PUBLICATION

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1956 fashion calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

january

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january – 1957

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february – 1957

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march – 1957

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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, OCTOBER 5, 1956		
Friday Oct. 5 9:30 A.M. Coffee	FIRST FUR FASHION SHOW Ohrbach's will preview their Winter collection of high fashion furs, in their new salon. By invitation only. Publicity: Mark Klauser, OX.5-4000.	OHRBACH'S	5TH FLOOR FUR SALON
Friday Oct. 5 11:00 A.M.	PRESS PREVIEW OF RESORT-SPRING COLLECTION Trade showings Oct. 9, 10, 11, 15 and 17 at 10:30 A.M. By reservation. Contact: Marian Mitchell, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Just Released	MILLINERY & GLOVE COLOR CARDS The 1957 color cards for Spring and Summer millinery (21 colors) and gloves (20 colors) have just been issued to members. Contact: Estelle M. Tennis, executive director, MU. 5-5881.	THE COLOR ASS'N OF THE U.S., INC.	200 MADISON AVENUE
	WEEK BEGINNING MONDAY, OCTOBER 8, 1956		
Monday Oct. 8 2:30 P.M.	PRESS PREVIEW: RESORT AND SPRING FURS Ben Kahn will preview his Resort and Spring furs. By invitation. Also showing Oct. 9 and 10 at 2:30. Publicity: Rosemary Sheehan, CI. 7-8060.	BEN KAHN, INC.	150 WEST 30TH STREET SHOWROOM - 14TH FLOOR
Beginning Monday Oct. 8	OPENING OF RESORT COLLECTION Serbin of Florida will present their Resort collection, designed by Muriel Ryan, at continuous daily showings. Contact: BR. 9-9567. Publicity: Helen Baum, Hank Meyer Associates, 355 Lincoln Road, Miami Beach, Florida.	SERBIN OF FLORIDA	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Monday Oct. 8	SARIS, SEPARATES, SKIRTS, SHOES Showing of Tiana Pittelle--cotton, linen and chiffon saris; County Calicos --Fall and travel separates; Larry of Lido--cotton and felt skirts; Vittorio Caselli--Italian play shoes. Contact: Ellen Lockwood, WI. 7-6122.	TIANA PITTELLE; LARRY OF LIDO; COUNTY CALICOS	ELLEN LOCKWOOD 1410 B'WAY - 19TH FL.
Monday Oct. 8 6:30 P.M.-8:30 P.M.	"SEWING INDUSTRY"--TRAINING COURSE Speakers: Caroline Hutchins, Simplicity Pattern Co.; Midge Wilson, "Seventeen." Price: $2.00 each session. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	COMMUNITY BUILDING 40 EAST 35TH STREET
Tuesday Oct. 9 11:15 A.M. Luncheon	PREVIEW OF LOTTE'S RESORT COLLECTION Gaudiosi will preview Lotte's new Resort and Spring collection. By invitation. Daily thereafter at 11:15 A.M. Contact: LO. 4-9480. Publicity: Sidney Dee Bloeme, 35 W. 53rd St., JU. 6-4490.	GAUDIOSI BROS., INC.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 9 1:00 P.M. Luncheon	ELIZABETH ARDEN FASHIONS AT BENEFIT	AMERICAN WOMEN'S VOLUNTARY SERVICES	ST. REGIS HOTEL ROOF
	Annual luncheon of the A.W.V.S. with a showing of Elizabeth Arden's Fall fashions. Price: $7.50. Contact: Julie R. Stein, A.W.V.S., 270 Park Avenue, PL. 3-4116.		
Beginning Tuesday Oct. 9 2:30 P.M.	OPENING OF RESORT & EARLY SPRING COLLECTION	McMULLEN	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
	McMullen will present their Resort and early Spring dresses and separates at 2:30 P.M. daily. Contact: Esther Reifer, OX. 5-4270.		
Beginning Tuesday Oct. 9	OPENING OF RESORT & EARLY SPRING COLLECTION	SUE BRETT	1400 BROADWAY SHOWROOM - 8TH FLOOR
	"Junior Fashion Menu", styled by Jack Baker, will be shown in the Resort and early Spring collection of Sue Brett, at continuous daily showings. Publicity: Lee Klein at Ken Williams, JU. 6-8217.		
Tuesday Oct. 9 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARD	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
	Formal presentation of the annual Coty American Fashion Critics' Award to fashion designers, designated by a jury of seventy fashion editors. Ceremony and fashion show. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.		
Wednesday Oct. 10 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW	ELSE FRITZ (36 CENTRAL PK. SO.)	HOTEL PIERRE ROOF GARDEN
	Else Fritz will present her Fall fashions. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Else Fritz contact: EL. 5-9371. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Wednesday Oct. 10 3:30 P.M. Cocktails	PREVIEW OF RESORT & SUMMER SWIMSUITS	ROSE MARIE REID (1407 BROADWAY)	HOTEL PIERRE GRAND BALLROOM
	Rose Marie Reid will preview her Resort and Summer swimsuit collection for misses and juniors. Show followed by cocktails. By invitation only to press and buyers. Publicity: Jan Lovett, PE. 6-6275.		
Wednesday Oct. 10 4:00 P.M.	OPENING OF RESORT & SPRING COLLECTION	DARBURY FASHIONS, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Darbury's Resort and Spring collection, designed by Donald Brooks, at 4:00 P.M. daily. By reservation. Contact: Dorothy David, LA. 4-5323.		
Thursday Oct. 11 10:30 A.M. Champagne	PREVIEW OF HOLIDAY COLLECTIONS	NATLYNN JRS.	1400 BROADWAY SHOWROOM - 9TH FLOOR
	Bess Myerson and Janet Leigh will preview their Holiday collections for Natlynn. By invitation. Publicity: Gerry Gottlieb, LO. 3-5372.		
Thursday Oct. 11 12:00 Noon Luncheon	IMPORTS FROM IRELAND, GERMANY AND AUSTRIA	EUROPE CRAFT IMPORTS (488 SEVENTH AVENUE)	HOTEL PLAZA RENDEZVOUS ROOM
	Preview of continental imports from Ireland, Germany and Austria, for men and women. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.		
Thursday Oct. 11 2:30 P.M.	PREVIEW: RESORT & SPRING COLLECTION	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Press preview of Resort and Spring Benham Originals. By invitation only. Daily at 2:30 from Tuesday, Oct. 16. Contact: CH. 4-0450.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 11 3:00 P.M. Cocktails	PREVIEW: RESORT & SUMMER SWIMSUITS	ROBBY-LEN (1410 BROADWAY)	HOTEL PIERRE GRAND BALLROOM
	Robby-Len will present their Resort and Summer misses swimsuit collection. Cocktails after the show. By invitation only. Publicity: Eileen Milling at Bachenheimer-Lewis, 161 E. 37th St., MU. 5-8768.		
Thursday Oct. 11 4:00 P.M. Cocktails	PREVIEW: CHILDREN & PREP-TEEN FASHIONS	COLE OF CALIFORNIA	1407 BROADWAY SHOWROOM - 27TH FLOOR
	Preview for press and buyers of children's swimsuits, sizes 2 to 6 and 7 to 12; prep-teens, sizes 8 to 14. By invitation only. Contact: BR.9-6377. Publicity: Margot Mallary at Hotel Plaza, PL. 9-3000.		
Oct. 12	COLUMBUS DAY (Friday) -- Banks and post offices will be closed.		
Friday Oct. 12 2:30 P.M.	PRESS PREVIEW OF BOYS' FASHIONS	FULLER FABRICS	MADISON SQUARE BOYS' CLUB - 301 E. 29 ST.
	Preview of boys' fashions in Fuller Fabrics for Resort and Spring. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Saturday Oct. 13- Oct. 21	SECOND INTERNATIONAL ANTIQUES EXHIBITION	INT'L ANTIQUES EXHIBITION	NEW YORK COLISEUM COLUMBUS CIRCLE
	Display of 500,000 antiques, featuring 1000 articles from past presidential campaigns. Hours: 1:00-11:00. Admission: $1.50 (opening day, $2.00). Contact: TE. 8-6830. Publicity: Mary Osborne, MU. 3-9128.		
Sunday Oct. 14- Oct. 26	MIAMI RESORT SHOWINGS IN NEW YORK	MIAMI-FLORIDA FASHION COUNCIL	HOTEL NEW YORKER
	The better dress group of the Miami-Florida Fashion Council will show at the Hotel New Yorker. Contact: Grace McElligott, 141 N.E. 3rd Ave., Miami.		
Beginning Monday Oct. 15 1:00 P.M.	OPENING OF SPRING COLLECTION	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Richard Cole's all-occasion dresses, designed by Alan Phillips, will be shown at 1:00 P.M. daily. Publicity: Lee Klein at Ken Williams, JU.6-8217.		
Beginning Monday Oct. 15	PREVIEW: RESORT & HOLIDAY RAINWEAR	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Lawrence of London's Resort and Holiday rainwear, designed by Adele Lawrence. Press by appointment. Contact: Norman Lawrence, CH. 4-3815.		
Tuesday Oct. 16 1:00 P.M. & 4:00 P.M.	RESORT & SPRING DRESS COLLECTION	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Junior Sophisticates will present their Resort and Spring dress collection at 1:00 and 4:00 P.M. daily. Contact: Ellen Rowsell, LO. 4-0462.		
Tuesday Oct. 16 4:00 P.M.	OPENING: RESORT AND SPRING COLLECTION	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Showing of Resort and Spring dresses, suits, costumes at 4:00 P.M. daily. By reservation. Publ: Pauline Greene, Chas. J. Charney & Co., PL. 7-0955.		
Tuesday Oct. 16 4:00 P.M. Cocktails	PRESS PREVIEW: FALL & RESORT FASHIONS	POLO INT'L MAG. & CADILLAC DIV., G.M.	HOTEL PLAZA TERRACE ROOM
	"The International Polo Look of Fashion Around the World," with a showing of fashions by American and European designers. By invitation only. Publicity: Alice Dowd, PL. 5-7412.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)

TUESDAY, OCT. 16		
A. Goodman & Co., Inc.	10:30 A.M.	530 7th (17 Fl), WI. 7-4077
Herbert Sondheim, Inc.	10:30 A.M.	530 7th (20 Fl), LA. 4-7540
Junior Sophisticates	1:00 P.M. & 4:00 P.M.	498 7th (4 Fl), LO. 4-0462
Harmay	4:00 P.M.	498 7th (22 Fl), PE. 6-5547
Ben Barrack, Inc.	Continuous daily	498 7th (7 Fl), LO. 4-3923
WEDNESDAY, OCT. 17		
Harvey Berin Ltd.	9:15 A.M. & 1:00 P.M.	530 7th (7 Fl), PE. 6-0206
Larry Aldrich Co., Inc.	2:30 P.M.	530 7th (12 Fl), CH. 4-1872
Rosalie Macrini	4:30 P.M. (Oct.22-4:00 daily)	550 7th (11 Fl), CH. 4-2655
THURSDAY, OCT. 18		
Rudolf Gowns	10:30 A.M.	530 7th (12 Fl), WI. 7-6865
William Fox, Inc.	1:00 P.M.	530 7th (21 Fl), OX. 5-4070
Nat Kaplan, Inc.	1:15; thereafter 1:15 & 4:00	498 7th (21 Fl), LO. 5-4115
Frank Starr, Inc.	1:15 P.M.	530 7th (19 Fl), LA. 4-7690
Branell	2:30 P.M.	530 7th (27 Fl), PE. 6-6983
David Levine Co.	2:30 P.M.	530 7th (21 Fl), LA. 4-0237
FRIDAY, OCT. 19		
Oleg Cassini, Inc.	1:15 P.M.	498 7th (11 Fl), LO. 5-6453
Paul Parnes Corp.	2:30 P.M.	498 7th (10 Fl), CH. 4-4600
SATURDAY, OCT. 20		
Samuel Winston, Inc.	10:30; thereafter 10:00	530 7th (11 Fl), CH. 4-2617
MONDAY, OCT. 22		
Hannah Troy, Inc.	1:00 P.M.	530 7th (2 Fl), LO. 3-0988
Martin Simon, Inc.	Continuous daily	498 7th (7 Fl), LA. 4-2877
TUESDAY, OCT. 23		
Ben Reig, Inc.	10:00 A.M.	498 7th (23 Fl), CH. 4-1542

Wednesday Oct. 17 12:00 Noon Box Lunch	PREVIEW OF SPRING DRESS COLLECTION	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR

Dan Keller will preview his Spring dress collection. By invitation. Continuous daily showings thereafter. Publicity: Margaret Hodge, PL. 5-7630.

Wednesday Oct. 17 12:00 Noon Luncheon	"DIAMONDS U.S.A." PRESS LUNCHEON	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	HOTEL PLAZA GRAND BALLROOM

Presentation of 15 "Diamonds U.S.A." Awards for diamond jewelry design, chosen from sketches submitted anonymously to Selection Committee--Dr.A.M. Frankfurter, Leon Leonidoff, Rouben Mamoulian, Mrs. Brooks McCormick and Pauline Trigere. Showing of diamond pieces made according to the selected designs. By invitation only. Publicity: Miss Loys Malmgren, PL. 7-5700.

Wednesday Oct. 17 12:30 P.M. Luncheon	COATS AND SUITS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM

Arnold Constable will present Fall coats and suits during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.

Thursday Oct. 18 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON	MIMI TUTHILL, INC. (27 EAST 61ST ST.)	HOTEL PLAZA TERRACE ROOM

Mimi Tuthill's Fall fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Mimi Tuthill contact: TE. 2-8770. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Postponed Oct. 18	JERRY GREENWALD'S OPENING OF SPRING DRESS COLLECTION, ORIGINALLY SCHEDULED FOR 10:30 A.M., HAS BEEN POSTPONED. (New Date Later).		
Thursday Oct. 18 1:15 P.M.	OPENING OF SPRING COLLECTION	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Sylvia Kaplan presents the Nat Kaplan Spring collection of dresses, suits and ensembles. Daily thereafter at 1:15 and 4:00. Contact: Genevieve Cawley, LO. 5-4115. Publicity: Rose Hilton, MU. 5-5133.		
Thursday Oct. 18 2:30 P.M.	OPENING OF SPRING DRESS COLLECTION	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Daily showings at 2:30 P.M. Contact: Miss Fritzi, LA. 4-0237.		
Thursday Oct. 18 4:00 P.M.	PREVIEW OF SPRING DRESS COLLECTION	PHILIP HULITAR, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	By invitation. Showings daily thereafter at 10:30 and 4:00. By appointment. Contact: Peter Galligan, BR. 9-7880.		
Beginning Thursday Oct. 18	OPENING: 1957 SPRING COLLECTION	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Donald Dress will present their 1957 Spring collection of daytime and cocktail dresses, designed by Harriette Harra, at continuous daily showings. Puplicity: Margaret Hodge, PL. 5-7630.		
Thursday Oct. 18- Oct. 22	FIRST ANNUAL BRIDES' SHOW	BRIDES' INSTITUTE (117 EAST 37TH ST.)	NEW YORK COLISEUM COLUMBUS CIRCLE
	Exhibit of Spring bridal gowns, jewels, foods, home furnishings, catering and other products for the bride. Admission: $1.50. Publicity: Bette Crumpacker, MU. 3-9572.		
Monday Oct. 22- Oct. 26 8:45 A.M.- 9:30 A.M.	PREVIEWS OF SPRING SHOE COLLECTION	MADEMOISELLE SHOES	350 FIFTH AVENUE SHOWROOM - 7419
	Mademoiselle Shoes will present their Spring shoe collection for retail fashion coordinators and hosiery stylists at informal breakfast shows. By invitation only. Contact: Renee Smith, LO. 4-3350.		
Monday Oct. 22 10:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Preview of Spring collection by Sylvan Rich for Martini. By invitation. Daily thereafter at 10:30. Publicity: Mildred Kaldor, TE. 8-1520.		
Monday Oct. 22 11:30 A.M.	PREVIEW OF SPRING COAT & SUIT COLLECTION	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	Special preview of the Spring coat and suit collection by George Carmel, Inc. By invitation only. Daily trade showings thereafter at 10:30 A.M. Contact: Lawrence Carmel, LA. 4-3310.		
Monday Oct. 22 2:30 P.M.	PREVIEW OF SPRING DRESS COLLECTION	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
	Jerry Parnis will preview her Spring dress collection. By invitation. (Note Change Of Date). Daily at 2:30. Publ.: Mildred Kaldor, TE. 8-1520.		
Monday Oct. 22 4:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Vera Maxwell will preview her Spring and Travel collection. By invitation. Showings at 12:00 Noon. Contact: Jo Hildebrandt, LO. 3-4358.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 23 10:30 A.M.	PRESS PREVIEW OF SPRING COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM - 7TH FLOOR
	Christian Dior-New York will preview their Spring collection at 10:30 A.M. to the press. Trade showings at 2:30 P.M., Oct. 23, 24, 26, 29, 31. By invitation. Contact: PL. 7-2024.		
Tuesday Oct. 23 11:00 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Preview of Seymour Fox's Spring coats and suits. By invitation. Trade showings: Oct. 24, 25, 30 and 31, Nov. 1, 6 and 7 at 10:00 A.M. Contact: Sally McKay, LO. 4-3246.		
Beginning Tuesday Oct. 23 11:30 A.M.	OPENING OF SPRING DRESS COLLECTION	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Abe Schrader will present their Spring dress collection at 11:30 A.M. daily. Contact: Betty Yarmon, LO. 4-9194.		
Beginning Tuesday Oct. 23 11:30 A.M.	OPENING: RESORT & SPRING DRESSES	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Countess Alexander will present Resort and Spring cocktail and evening dresses at 11:30 A.M. daily. Contact: CH. 4-5693.		
Tuesday Oct. 23 12:00 Noon Luncheon	PRESS PREVIEW OF NEW DINNERWARE	LUCENT CORP.	WALDORF-ASTORIA JADE ROOM
	Lucent will preview their new dinnerware, designed by Raymond Lowey. Press and buyers, by invitation only. Publicity: Peggy Foldes or Jean Bobb at Max Rogel, PL. 1-2855.		
Tuesday Oct. 23 1:00 P.M.	PREVIEW OF SPRING COLLECTION	ELFREDA-VISIONI, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Elfreda-Visioni will preview their Spring collection, designed by Elgee Bove. Daily at 1:00 P.M. Contact: CH. 4-2659.		
Beginning Tuesday Oct. 23 2:30 P.M.	OPENING OF SPRING COLLECTION	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
	Showing of Ira Rentner's dresses, suits and costumes for petites and juniors, at 2:30 P.M. daily. By reservation. Contact: LA. 4-0162.		
Tuesday Oct. 23 3:00 P.M.-6:00 P.M.	SWISS FABRIC FASHION SHOW	SWISS FABRIC GROUP (110 EAST 42ND ST.)	WALDORF-ASTORIA SERT ROOM
	Spring and Summer fashions from Swiss cotton fabrics and embroideries. Sponsored by Cotton Textile Industry of Switzerland, in collaboration with leading U.S.A. designers. Admission by invitation and ticket only to retail trade and press. Contact: M. Stanley Brown, OX. 7-0022.		
Tuesday Oct. 23 3:30 P.M. Cocktails	PRESS PREVIEW OF NEW DISHWASHERS	WASTE KING CORP. (LOS ANGELES, CALIF.)	HOTEL PLAZA CRYSTAL ROOM
	New line of dishwashers and other major appliances. By invitation only. Contact: Helen Shapiro at Harshe-Rotman, Inc., CI. 5-8687.		
Beginning Tuesday Oct. 23	OPENING OF SPRING DRESS COLLECTION	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Mignon's daytime, afternoon and cocktail dresses at continuous daily showings. Contact: BR. 9-5991.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday Oct. 23	SPRING & TRAVEL--COATS, SUITS AND ENSEMBLES Continuous daily showings.	MAX MILSTEIN, INC. Contact: WI. 7-4223.	230 WEST 39TH STREET SHOWROOM - 9TH FLOOR
Wednesday Oct. 24 10:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION By invitation. Daily showings thereafter at 10:30 A.M. Contact: Lee Jablow, PE. 6-7530. Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Oct. 24 10:30 A.M.	PRESS PREVIEW: SPRING COUTURE COLLECTION Preview for press of Jane Derby's Spring couture collection. Trade showings at 10:30 A.M. on Oct. 25, 30 and Nov. 1. By invitation only. Contact: Estelle Marr, LA. 4-9350. Publicity: Eleanor Lambert, MU. 8-2130.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Oct. 24 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Bonnie Cashin's Fall and Winter fashions, designed by Philip Sills, and available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bonnie Cashin Publicity: Donna Cannon, MU. 7-5447. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BONNIE CASHIN	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 24 12:30 P.M. Luncheon	FALL AND WINTER FURS AT LUNCHEON Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA EMPIRE ROOM
Thursday Oct. 25 12:30 P.M. Luncheon	INTERNATIONAL FASHION SHOW Resort and Spring fashions in cotton by leading designers here and abroad. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aberfoyle contact: Florence S. Lippincott, BR. 9-5950. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ABERFOYLE MFG. CO. (1430 BROADWAY)	WALDORF-ASTORIA EMPIRE ROOM
Thursday Oct. 25 4:00 P.M.	PREVIEW OF SPRING EXPORT COLLECTION By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	FONTANA OF ROME	HOTEL PLAZA SUITE 234
Beginning Thursday Oct. 25	OPENING: SPRING & SUMMER SKIRTS Contour skirts, designed by Jack Baker. Contact: Matt Baker, LO. 3-6100.	SPORTEMPOS	1372 BROADWAY SHOWROOM - 18TH FLOOR
Friday Oct. 26 10:30 A.M.	OPENING OF SPRING COAT & SUIT COLLECTION Monte-Sano & Pruzan will present their Spring coats and suits at 10:30 A.M. Oct. 26, 30, Nov. 1, 14. By appointment. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Saturday Oct. 27-Nov. 4	FIRST INTERNATIONAL FASHION EXPOSITION "The American Family Fashion Story"--fashions for men, women and children; fabrics and allied interests. Admission: $1.00. Proceeds for benefit of Scholarship Fund of Fashion Institute of Technology. Hours: 11 - 11; Sunday, 1 - 9. Fashion Director: Eleanor Lambert. Exposition contact: JU. 6-6820. Public Relations: A.A. Schechter, 580 Fifth Ave., JU. 6-2420.	FASHION-O-RAMA (353 W. 57TH ST.)	NEW YORK COLISEUM COLUMBUS CIRCLE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Oct. 28	DAYLIGHT SAVINGS TIME ENDS. (Move clocks ahead one hour).		
Beginning Monday Oct. 29 11:45 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Showing of Zelinka-Matlick's Spring coats and suits at 11:45 A.M. daily. Contact: Jerry Matlick, BR. 9-5100. Publ: C.J. Herrick Assoc., TR.9-6310.	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Beginning Monday Oct. 29 12:00 Noon	OPENING: SPRING COAT COLLECTION Showing of the Louis Goldstein Spring coat collection. Show followed by luncheon. By invitation only. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Monday Oct. 29 4:30 P.M. Cocktails	FASHIONS FROM FEBRUARY ISSUE "Mademoiselle" will show clothes and accessories from their third annual "Heart of Fashion" February, 1957 issue. By invitation only to buyers and tie-in stores. Contact: Joel Graham, PL. 9-2080.	MADEMOISELLE MAGAZINE (575 MADISON AVENUE)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Monday Oct. 29 8:30 P.M.	OPENING: METROPOLITAN OPERA'S 72ND SEASON Opening of the 1956-57 Opera Season, with Maria Meneghini Callas starring in Bellini's "Norma". Publicity: Francis Robinson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY & 39TH STREET
Beginning Tuesday Oct. 30 10:30 A.M.	SPRING AND SUMMER BRIDAL COLLECTION Opening of Spring and Summer bridal and bridesmaid collection, designed by Gaston Mallet. Thereafter at 10:30 and 2:30. By reservation: contact: Florence Hamburger, BR. 9-2680. Publicity: Vera Bacal-Fred Schey, PL.3-8421.	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Oct. 30- Nov. 6	SIXTY-EIGHTH ANNUAL NATIONAL HORSE SHOW Publicity: Alden E. Calkins, 350 Fifth Avenue, PE. 6-0578.	NATIONAL HORSE SHOW ASS'N OF AMERICA, INC.	MADISON SQUARE GARDEN 8TH AVE. & 50TH ST.
Oct. 31	HALLOWE'EN (Wednesday).		
Wednesday Oct. 31 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Nettie Rosenstein's Fall fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	NETTIE ROSENSTEIN (550 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Thursday Nov. 1 11:00 A.M.	PREVIEW OF SPRING COAT & SUIT COLLECTION Frank Gallant Originals will preview their Spring coats and suits to press and buyers. By invitation only. Trade showings from Wed., Nov. 7 at 11:00 A.M. daily. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday Nov. 1 12:30 P.M. Luncheon	CUSTOM ORIGINALS AT LUNCHEON SHOW Fontayne's Winter and Holiday custom originals will be shown during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Fontayne contact: PL. 3-6677. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	FONTAYNE (331 EAST 55TH ST.)	WALDORF-ASTORIA EMPIRE ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Nov. 5- Nov. 11	WOMEN'S ANNUAL EXPOSITION	THE WOMEN'S NATIONAL INSTITUTE, INC.	71ST REGIMENT ARMORY PARK AVENUE & 34TH ST.
	The 33rd Women's Annual International Exposition will display fine arts, handcrafts, handmade rugs and a Fall Flower Show by The Federated Garden Clubs of New York State. Admission: 91¢. Contact: Doris Vinton at John Morrissey Gray Co., MU. 7-5587.		
Nov. 6	ELECTION DAY (Tuesday).		
Wednesday Nov. 7 4:00 P.M.	SHOWING OF RESORT & SPRING FASHIONS	DUPONT & HOLIDAY MAGAZINE	HOTEL STATLER GEORGIAN ROOM
	DuPont and "Holiday" Magazine will present care-free clothes for Resort and Spring, in a musical presentation by Michael Brown. Show followed by cocktails. For buying office representatives, by invitation. Contact: Louise Petry at DuPont, LO. 3-6400, Ext. 468.		
Sunday Nov. 11- Nov. 17	NATIONAL PRESS WEEK IN LOS ANGELES	CALIFORNIA FASHION CREATORS	LOS ANGELES, CALIFORNIA
	Women's fashion editors from all over the country will attend National Press Week in Los Angeles. By invitation only. Contact: William Maxfield, Exec. Dir., California Fashion Creators, 740 South Broadway, Los Angeles.		
Tuesday Nov. 13 12:00 Noon Luncheon	SPRING READY-TO-WEAR LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
	Co-Chairmen: Bettina Ballard and Margaret deMille. (Prices and more details later). Contact: The Fashion Group, CI. 7-3940.		
Wednesday Nov. 14 12:00 Noon Luncheon	PREVIEW OF FALL 1957 COLLECTION	BERNHARD ALTMANN (1451 BROADWAY)	ST. REGIS HOTEL ROOF
	Preview for press and buyers of the Bernhard Altmann and Connaught Fall 1957 cashmere sweaters, with color coordinated skirts. By invitation only. Contact: Editha Austin, OX. 5-3350.		
Thursday Nov. 15 4:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF FURNITURE AND NEW SHOWROOM	HARVEY PROBBER, INC.	41 EAST 57TH STREET SHOWROOM - 6TH FLOOR
	Harvey Probber will preview his new showroom with a showing of his contemporary furniture and fabrics in settings by John and Erline Brice. By invitation only. Contact: Stuart Grayson, TE. 8-8040.		
Tuesday Nov. 20 8:00 P.M. Dinner-Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE	COSTUME INSTITUTE-- MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
	"Night of Roses"--ninth annual "Party of the Year" for benefit of the Costume Institute of the Metropolitan Museum of Art. Pageant of Museum costumes will be shown. Entertainment by members of the fashion industry. Chairman of executive committee; Dorothy Shaver. Reservations: $65.00 each; contact: Mrs. Mildred Wincor, Costume Institute, TR. 9-5500.		
Nov. 22	THANKSGIVING DAY (Thursday).		
Sunday Nov. 25- Nov. 29	SPRING AND SUMMER SHOE FASHIONS	POPULAR PRICE SHOE SHOW OF AMERICA	HOTELS NEW YORKER & McALPIN
	Show of popular price shoe fashions for men, women and children, co-sponsored by The Nat'l Ass'n of Shoe Chain Stores and New England Shoe and Leather Ass'n. Co-Managers: Edward Atkins and Maxwell Field. Contact: MU. 2-8705.		

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Monday Oct. 8 — OPENING: "SIXTH FINGER IN A FIVE FINGER GLOVE" LONGACRE THEA.,220 W.48TH
Gertrude Caplin and Thelma Fingar will present Jimmie Komack in a comedy by Scott Michel. Director: Harald Bromley. Setting and lighting: Paul Morrison. Featuring: Bill Zuckert, Gladys Holland, Samuel Gray. Publicity: Sam Friedman, PL. 7-4380.

Tuesday Oct. 9 — FOURTH WEEK: N.Y. CITY OPERA CITY CENTER, 131 WEST 55TH STREET
Tues., Oct. 9: Bizet's CARMEN. Thurs., Oct. 11: Frank Martin's THE TEMPEST. Fri., Oct. 12: Strauss' DIE FLEDERMAUS. Sat., Mat. Oct. 13: Carlisle Floyd's SUSANNAH. Sat., Eve., Oct. 13: Bizet's CARMEN. Sun. Eve.,Oct. 14: Puccini's LA BOHEME. Publicity: Barry Hyams, CO. 5-4784.

Wednesday Oct. 10 8:30 P.M. — PREMIERE: "GIANT" (Movie) ROXY THEATRE, 7TH AVENUE & 50TH STREET
Elizabeth Taylor, Rock Hudson and the late James Dean will star in Warner Bros. film adaptation of Edna Ferber's novel. Producer & director: George Stevens. Miss Taylor's costumes: Moss Mabry. Costumes: Marjorie Best. Premiere for benefit of Muscular Dystrophy Ass'ns of America; tickets--$5.00-$25.00, contact: Room 1533, 9 Rockefeller Plaza, CO. 5-7460. Warner Publicity: Eve Siegel, CI. 6-1000.

Wednesday Oct. 10 — OPENING: "THE RELUCTANT DEBUTANTE" HENRY MILLER THEA., 124 W. 43RD ST.
Gilbert Miller, in association with Loew's, Inc., will present Adrianne Allen and Wilfrid Hyde White in a comedy by William Douglas Home with Anna Massey, John Merivale, Brenda Forbes. Setting: Raymond Sovey. Dir.: Cyril Ritchard. Costumes: Kathryn B. Miller. Publ.: Richard Maney, CI. 7-4646.

Thursday Oct. 11 — OPENING: "TOO LATE THE PHALAROPE" BELASCO THEATRE, 114 WEST 44TH STREET
Mary K. Frank will present the Robert Yale Libott dramatization of Alan Paton's novel about a police lieutenant in South Africa. Starring: Brian Sullivan with Finaly Currie, Alan Napier, Paul Mann, Ann Dere, Laurinda Barrett, Ellen Holly. Director: John Stix. Sets and lighting:George Jenkins. Costumes: Dorothy Jeakins. Publicity: William Field, PL. 7-6846.

Tuesday Oct. 16 — OPENING: "DOUBLE IN HEARTS" GOLDEN THEATRE, 252 WEST 45TH STREET
Julia Meade, William Redfield, Laurence Hugo and Neva Patterson in Paul Nathan's new comedy produced by Barnard Straus, Paul Vroom and Adna Karns. Director: John Gerstad. Sets: Same Leve. Costumes: Natalie Walker. Publicity: David Lipsky, CH. 4-5185.

Wednesday Oct. 17 7:00 P.M. — PREMIERE: "AROUND THE WORLD IN 80 DAYS" (Movie) RIVOLI THEA., B'WAY & 49
Michael Todd's production of Jules Verne's classic novel, starring David Niven, Cantinflas, Robert Newton, Shirley MacLaine in Todd-AO Process and Eastman Color. Director: Michael Anderson. Costumes: Miles White. Michael Todd Publicity: Bill Doll, WI. 7-2386.

Thursday Oct. 18 — OPENING: "THE APPLE CART" PLYMOUTH THEATRE, 236 WEST 45TH ST.
Maurice Evans and Signe Hasso will star in George Bernard Shaw's comedy. Produced by Charles Adams and Joseph Neebe. Dir.: George Schaefer. Costumes: Noel Taylor. Sets & lighting: Robert O'Hearn. Publ.: Leo Freedman, CH.4-7250.

Tuesday Oct. 23-Jan. 12 — OPENING: "THE OLD VIC COMPANY" WINTER GARDEN THEATRE, B'WAY & 51ST ST.
Sol Hurok will present The Old Vic Company in a Shakespeare series: Richard II, Romeo and Juliet, Macbeth, Troilus and Cressida with Paul Rogers, Claire Bloom, John Neville, Coral Browne. Sets and costumes: Frederick Crocke. Publ.: Martin Feinstein, PL. 9-6000.